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1 Building blocks for effective education: Exploring user's emotional relationships with IT products: a structural equation model 100%

Poh Wah Khong , Jing Pu Song

Proceedings of the 2003 international conference on Designing pleasurable products and interfaces June 2003

Decades of ergonomics research change the consumers' criteria by which they value and choose an IT product. Compared with the emphasis placed on new functions, reliability, and good after-service in past, emotional response to products has become an important user requirement to improve the customer acceptance in the market. This study develops a model and validates two specific antecedent variables-computer experience and capability-which are hypothesized to be fundamental determinants of users ...

2 Understanding what to design through empathy and emotion: Affective product shapes through image morphing 100%

Lin-Lin Chen , G. F. Wang , Kun-An Hsiao , Joseph Liang

Proceedings of the 2003 international conference on Designing pleasurable products and interfaces June 2003

In this paper, we propose a framework for understanding how product shapes evoke affective responses. For a set of representative product shapes, we first conduct a survey to evaluate the affective characteristics of each product shape. We then compute a spatial configuration that summarizes the affective responses toward the set of shapes, by applying perceptual mapping techniques to the survey data. A series of new product shapes that smoothly interpolate among product shapes are then generate ...

3 Understanding what to design through empathy and emotion: Measuring the emotions elicited by office chairs 100%

Karen Reijneveld , Michiel de Looze , Frank Krause , Pieter Desmet

Proceedings of the 2003 international conference on Designing pleasurable products and interfaces June 2003

Office chair designers have traditionally focused their design efforts on optimizing the so-called 'ergonomic fit.' Although the effort to design chairs that support physical comfort is commendable, the focus on ergonomics neglects the possible impact of emotional responses on the general experience of comfort. The general experience of comfort experienced when using a chair is not only influenced by the ergonomic fit but also by the 'emotional fit,' i.e. an emotional response that is desired by ...

4 IT acceptance: managing user—IT group boundaries 100%

David Gefen , Catherine M. Ridings

ACM SIGMIS Database August 2003

Volume 34 Issue 3

Users and IT personnel typically belong to different organizational units with different objectives and values. This often creates a perceived boundary between the two units, reducing the degree to which users accept the installation of new IT. Much IT research suggests that increased user involvement and influence on IT development can overcome user - IT personnel differences and thereby increase user acceptance. However, the realization of this objective can be problematic when implementing ne ...

5 Speech and gaze: Eyetracking in cognitive state detection for HCI 100%

Darrell S. Rudmann , George W. McConkie , Xianjun Sam Zheng

Proceedings of the 5th international conference on Multimodal interfaces November 2003

1. Past research in a number of fields confirms the existence of a link between cognition and eye movement control, beyond simply a pointing relationship. This being the case, it should be possible to use eye movement recording as a basis for detecting users' cognitive states in real time. Several examples of such cognitive state detectors have been reported in the literature.2. A multi-disciplinary project is described in which the goal is to provide the computer with as much real-time informat ...

6 Data logging and inquiry learning in science 100%

John Gipps

Proceedings of the Seventh world conference on computers in education conference on Computers in education: Australian topics - Volume 8 July 2002

This paper describes the postgraduate training of teachers in data logging and inquiry learning in science. Many of these teachers work at primary level and most have no background in science. Working in groups the teachers are given scientific questions of varying degrees of openness and personal relevance, that they are to investigate with the assistance of data logging. Although the ostensible aim of the exercise is to investigate the question, there are two underlying purposes. One is to tra ...

7 Informatics, social science, and moral growth a cybernetic methodology for sociotechnical planning 100%

David G. Hays

Proceedings of the ACM 12th annual computer science conference on SIGCSE symposium January 1984

For about 40 years the computer has faithfully fulfilled optimistic predictions of

increasing speed and decreasing size and cost. Ownership has spread, and new uses have been accepted. But the social effects of the computer revolution are still unclear. We can predict that costs will go down further, and that ownership will grow more, but we cannot easily predict the eventual effect on quality of life. Nor can we design systems in which human beings can live with the computer in peace and h ...

8 The behavioral styles of computer programmers 100%



Edward M. Cross

Proceedings of the eighth annual SIGCPR conference June 1970

This paper describes a part of the research conducted for a doctoral dissertation. The purpose of the research was to test an approach to job analysis, specifically focusing on the utility of a certain set of constructs, those underlying the scales of the principal instrument used in the study, for job analysis purposes. Because a rather substantial part of the study and the background for the study would not be of interest to any but a few of the people assembled here, much explanatory mat ...

9 Facilitating tacit knowledge exchange 100%



Kevin C. Desouza

Communications of the ACM June 2003

Volume 46 Issue 6

Sharings insights from a humanistic and entertainment approach to improving organizational efficiency.

10 What best predicts computer proficiency? 100%



Gerald E. Evans , Mark G. Simkin

Communications of the ACM November 1989

Volume 32 Issue 11

Identifying variables that predict computer aptitude can help educators and employers target potential students and employees. The authors examine a number of possible explanatory variables including demographic profiles, high school achievements, prior computer training and experience, cognitive styles, and problem-solving abilities.

11 New wine in old skins, or, was all this ferment really necessary? 100%



Sally Webster

Proceedings of the 16th annual ACM SIGUCCS Conference on User Services January 2000

Until five years ago, with one exception, the organization of Syracuse University's Academic Computing Services had been stable for many years. The user services unit had likewise been stable, both in staff and in tasks. In the fall of 1983, a new unit of Academic Computing Services, called the Microcomputer Resource Center, was formed. Looking back, it is easy to see that the creation of the Microcomputer Resource Center and the perturbations it caused were telltale bubbles of the reorgani ...

12 Short papers: Football animations for mobile phones 100%



Greger Wikstrand , Staffan Eriksson

Proceedings of the second Nordic conference on Human-computer interaction October 2002

Animations, based on a streamed model, are a cost and bandwidth efficient way to transmit data to an end-user on the mobile network. They might also be enlightening and enjoyable to view. An experiment was performed to contrast different animations and video codings in terms of their cognitive and emotional effectiveness for

spectating a football game on the mobile phone. Analysis shows that different renderings of the same model give differential results for understandability and enjoyment of a ...

13 Systems Issues: Rajicon:: remote PC GUI operations via constricted mobile interfaces 100%

Norman Makoto Su , Yutaka Sakane , Masahiko Tsukamoto , Shojiro Nishio

Proceedings of the 8th annual international conference on Mobile computing and networking September 2002

As of now, it is not uncommon for one to use multiple computers in separate places such as at home, office or school. A number of applications currently exist to allow a user to easily access and control these computers remotely via a notebook computer or web page. Unfortunately, even with such solutions, it is rather inconvenient, for example, to try accessing your computer while walking downtown or riding a train. On the other hand, considering that cellular phones have been accepted as multi- ...

14 A mentor program in CS1 100%

Amanda Miller , Judy Kay

ACM SIGCSE Bulletin , Proceedings of the 7th annual conference on Innovation and technology in computer science education June 2002

Volume 34 Issue 3

Mentor programs are a highly effective way of assisting students with the transition from high school to university. This paper documents the introduction of the mentor program in our department. In this program, higher year students volunteered to act as mentors to incoming freshmen. Mentors fulfilled technical and social roles assisting freshmen with the transition to university and with their studies in computer science.We explain the details of mentor selection and their activities during th ...

15 Military applications: Integrating cold weather impacts on human performance into army M&S applications 100%

Gary Phetteplace

Proceedings of the 32nd conference on Winter simulation December 2000

Exposure to cold weather has deleterious effects on the performance of soldiers. Gross and fine motor skills as well as cognitive ability are all diminished by exposure to low ambient temperatures. Clothing and equipment that protect the solider from cold also encumber the soldier's movement and dexterity. Therefore, while the solider is protected from the cold, his or her performance is reduced in terms of both time to perform a given task and accuracy. Food and water consumption are also great ...

16 The character, value, and management of personal paper archives 100%

Steve Whittaker , Julia Hirschberg

ACM Transactions on Computer-Human Interaction (TOCHI) June 2001

Volume 8 Issue 2

We explored general issues concerning personal information management by investigating the characteristics of office workers' paper-based information, in an industrial research environment. we examined the reasons people collect paper, types of data they collect, problems encountered in handling paper, and strategies used for processing it. We tested three specific hypotheses in the course of an office move. The greater availability of public digital data along with changes in people's jobs ...

17 In good company: how social capital makes organizations work 100%
Donald J. Cohen , Laurence Prusak
Ubiquity January 2001
Volume 1 Issue 42

18 Touch me, hit me and I know how you feel: a design approach to emotionally rich interaction 100%
Stephen Wensveen , Kees Overbeeke , Tom Djajadiningrat
Proceedings of the conference on Designing interactive systems: processes, practices, methods, and techniques August 2000
In this paper we propose a 3-step method for designing emotionally rich interactions, illustrated by the design of an alarm clock. By emotionally rich interaction we understand interaction that heavily relies on emotion expressed through action. The method addresses three questions: What are the relevant emotional aspects for a context for experience? How can a product recognise and express these aspects? How should the product adapt its behaviour to the user on the basis of this informatio ...

19 Common knowledge (book excerpt): how companies thrive by sharing what they know 100%
Nancy M. Dixon
Ubiquity April 2000
Volume 1 Issue 7

20 PETEEI: a PET with evolving emotional intelligence 100%
Magy Seif El-Nasr , Thomas R. Ioerger , John Yen
Proceedings of the third annual conference on Autonomous Agents April 1999

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Prev Page 1 2 Next Page

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21 Web home pages as advertisements 100%
Surendra N. Singh , Nikunj P. Dalal
Communications of the ACM August 1999
Volume 42 Issue 8

22 Job attitudes and perceptions of exhausted IS/IT professionals: are we burning out valuable human resources? 100%
Jo Ellen Moore
Proceedings of the 1998 ACM SIGCPR conference on Computer personnel research June 1998

23 An experimental system for transactional messaging 100%
Allen E. Milewski , Thomas M. Smith
Proceedings of the international ACM SIGGROUP conference on Supporting group work : the integration challenge: the integration challenge November 1997

24 Finding a happy medium: explaining the negative effects of electronic communication on social life at work 100%
M. L. Markus
ACM Transactions on Information Systems (TOIS) April 1994
Volume 12 Issue 2
The sometimes observed negative social effects of electronic communication technology are often attributed to the characteristics of the technology itself. Electronic mail, for instance, filters out personal and social cues and provides new

capabilities not found in traditional media, and it has been argued that these factors have consequences such as "flaming" and depersonalization. Alternative theoretical perspectives on the impacts of information technology suggest that our a ...

25 Determinants of immersivity in virtual reality: graphics vs. action 100%



Alan R. Mitchell , Stuart Rosen , William Bricken , Ron Martinez , Brenda Laurel
Proceedings of the 21st annual conference on Computer graphics and interactive techniques July 1994

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21 A theoretical analysis of feedback flow control 100%

S. Shenker

ACM SIGCOMM Computer Communication Review , Proceedings of the ACM symposium on Communications architectures & protocols August 1990 Volume 20 Issue 4

Congestion is a longstanding problem in datagram networks. One congestion avoidance technique is feedback flow control, in which sources adjust their transmission rate in response to congestion signals sent (implicitly or explicitly) by network gateways. The goal is to design flow control algorithms which provide time-scale invariant, fair, stable, and robust performance. In this paper we introduce a simple model of feedback flow control, in which sources make synchronous rate adjus ...

22 Distributed problem solving system for transport dispatching 100%

Bogong Su , Chunyi Shi , Kehong Wang , Peng Hu , Jiang Wang , Yiming Wu

Proceedings of the third international conference on Industrial and engineering applications of artificial intelligence and expert systems - Volume 1 June 1990

This paper introduces the architecture of a distributed problem solving system for transport dispatching, presents two algorithms for problem decomposition and task allocation and a cooperation mechanism based on meta-level communication, and evaluates both the architecture and algorithms by experiments on a prototype system.

23 Making flow control work in networks: a control-theoretic analysis of 100%

gateway service disciplines
Scott Shenker
ACM SIGMETRICS Performance Evaluation Review , Proceedings of the 1990 ACM SIGMETRICS conference on Measurement and modeling of computer systems April 1990
Volume 18 Issue 1

24 A calculus of variations approach to file allocation problems in computer systems 100%
Krishna R. Pattipati , Joel Wolf , Somnath Deb
ACM SIGMETRICS Performance Evaluation Review , Proceedings of the 1990 ACM SIGMETRICS conference on Measurement and modeling of computer systems April 1990
Volume 18 Issue 1
This paper is concerned with the parameter optimization in closed product-form queueing networks. Our approach is to combine the techniques of the calculus of variations with the mean value analysis (MVA) recursion of closed queueing networks. We view the MVA recursion as nonlinear difference equations describing a multi-stage system, wherein a stage corresponds to the network population, and the response times at each node constitute the state variables of the multi-stage system. This view ...

25 A performance evaluation of a general parallel processing model 100%
Randolph Nelson
ACM SIGMETRICS Performance Evaluation Review , Proceedings of the 1990 ACM SIGMETRICS conference on Measurement and modeling of computer systems April 1990
Volume 18 Issue 1
In this paper we analyze a model of a parallel processing system. In our model there is a single queue which is $K \geqslant 1$ identical processors. Jobs are assumed to consist of a sequence of barrier synchronizations where, at each step, the number of tasks that must be synchronized is random with a known distribution. An exact analysis of the model is derived. The model leads to a rich set of results characterizing the performance of parallel processing systems. We show that t ...

26 Hardware speedups in long integer multiplication 100%
M. Shand , P. Bertin , J. Vuillemin
Proceedings of the second annual ACM symposium on Parallel algorithms and architectures May 1990

27 Bounds on the throughput of congestion controllers in the presence of feedback delay 100%
Sanjay Shakkottai , R. Srikant , Sean P. Meyn
IEEE/ACM Transactions on Networking (TON) December 2003
Volume 11 Issue 6
We consider decentralized congestion control algorithms for low-loss operation of the Internet using the ECN bit. There has been much analysis of such algorithms, but with a few exceptions, these typically ignore the effect of feedback delays in the network on stability. We study a single node with many flows passing through it, with each flow (possibly) having a different round-trip delay. Using a fluid model for the flows, we show that even with delays, the total data rate at the router is bou ...

28 Ontological user profiling in recommender systems 100%



Stuart E. Middleton , Nigel R. Shadbolt , David C. De Roure

ACM Transactions on Information Systems (TOIS) January 2004

Volume 22 Issue 1

We explore a novel ontological approach to user profiling within recommender systems, working on the problem of recommending on-line academic research papers. Our two experimental systems, Quickstep and Foxtrot, create user profiles from unobtrusively monitored behaviour and relevance feedback, representing the profiles in terms of a research paper topic ontology. A novel profile visualization approach is taken to acquire profile feedback. Research papers are classified using ontological classes ...

29 Information services: Distributed information discovery challenges 100%



Nigel Hinds

Proceedings of the 1993 conference of the Centre for Advanced Studies on Collaborative research: distributed computing - Volume 2 October 1993

Advances in computer and network technology have fueled the proliferation of distributed data and applications. From on-line information to distributed databases, data systems place vast amounts of information at the disposal of Internet users. As archives grow, users increasingly face the problem of sifting through gigabytes of data to find useful information.We focus on the most basic and one of the larger types of data systems on the Internet, file and document systems. While distributed file ...

30 Session 2: Beyond technology: the missing pieces for QoS success 100%



L. Burgstahler , K. Dolzer , C. Hauser , J. Jähnert , S. Junghans , C. Macián , W. Payer

Proceedings of the ACM SIGCOMM workshop on Revisiting IP QoS: What have we learned, why do we care? August 2003

Years of research on QoS architectures for IP networks have delivered sophisticated proposals, which have nevertheless not found broad commercial use. The reasons are not lack of technical soundness or insurmountable technological complexity, but insufficient attention to other, non-QoS-specific matters. First among them is the lack of a commercialization model for the Internet together with the necessary accounting and charging architecture. Another crucial issue is the assurance of end-to-end ...

31 A plan for producing a conventional Ada library 100%



Marin D. Condic

ACM SIGAda Ada Letters September 2003

Volume XXIII Issue 3

There is a general consensus that Ada would benefit from having a library of tools available that would be standard across most or all implementations. This paper discusses how to get a "standard" l ibrary for Ada without impacting the ARM, increasing the leverage available to Ada developers, providing an enhanced product for the Ada compiler vendors, sparking new interest in Ada and perhaps building a financially successful business in the process.

32 The effect of uncertain time-variant delays in ATM networks with explicit rate feedback: a control theoretic approach 100%



Mihail L. Sichitiu , Peter H. Bauer , Kamal Premaratne

IEEE/ACM Transactions on Networking (TON) August 2003

Volume 11 Issue 4

A new, more realistic model for the available bit rate traffic class in ATM network congestion control with explicit rate feedback is introduced and analyzed. This model

is based on recent results by Ekanayake regarding discrete time models for time-variant delays. The discrete time model takes into account the effect of time-variant buffer occupancy levels of ATM switches, thus treating the case of time-variant delays between a single congested node and the connected sources. For highly dynamic ...

33 End-to-end rate-based congestion control: convergence properties and scalability analysis 100%



Dmitri Loguinov , Hayder Radha

IEEE/ACM Transactions on Networking (TON) August 2003

Volume 11 Issue 4

In this paper, we study several properties of binary-feedback congestion control in rate-based applications. We first derive necessary conditions for generic binary-feedback congestion control to converge to fairness monotonically (which guarantees asymptotic stability of the fairness point) and show that AIMD is the *only* TCP-friendly binomial control with monotonic convergence to fairness. We then study steady-state behavior of binomial controls with *n* competing flows on a single ...

34 Designing and implementing a family of intrusion detection systems 100%



Giovanni Vigna , Fredrik Valeur , Richard A. Kemmerer

ACM SIGSOFT Software Engineering Notes , Proceedings of the 9th European software engineering conference held jointly with 10th ACM SIGSOFT international symposium on Foundations of software engineering September 2003

Volume 28 Issue 5

Intrusion detection systems are distributed applications that analyze the events in a networked system to identify malicious behavior. The analysis is performed using a number of attack models (or signatures) that are matched against a specific event stream. Intrusion detection systems may operate in heterogeneous environments, analyzing different types of event streams. Currently, intrusion detection systems and the corresponding attack modeling languages are developed following an *ad hoc*

35 Speech and gaze: Eyetracking in cognitive state detection for HCI 100%



Darrell S. Rudmann , George W. McConkie , Xianjun Sam Zheng

Proceedings of the 5th international conference on Multimodal interfaces November 2003

1. Past research in a number of fields confirms the existence of a link between cognition and eye movement control, beyond simply a pointing relationship. This being the case, it should be possible to use eye movement recording as a basis for detecting users' cognitive states in real time. Several examples of such cognitive state detectors have been reported in the literature.2. A multi-disciplinary project is described in which the goal is to provide the computer with as much real-time informat ...

36 Information retrieval session 8: efficiency: Online duplicate document detection: signature reliability in a dynamic retrieval environment 100%



Jack G. Conrad , Xi S. Guo , Cindy P. Schriber

Proceedings of the twelfth international conference on Information and knowledge management November 2003

As online document collections continue to expand, both on the Web and in proprietary environments, the need for duplicate detection becomes more critical. Few users wish to retrieve search results consisting of sets of duplicate documents, whether identical duplicates or close matches. Our goal in this work is to investigate

the phenomenon and determine one or more approaches that minimize its impact on search results. Recent work has focused on using some form of signature to characterize a do ...

37 Information retrieval session 8: efficiency: Operational requirements for scalable search systems 100%

Abdur Chowdhury , Greg Pass

Proceedings of the twelfth international conference on Information and knowledge management November 2003

Prior research into search system scalability has primarily addressed query processing efficiency [1, 2, 3] or indexing efficiency [3], or has presented some arbitrary system architecture [4]. Little work has introduced any formal theoretical framework for evaluating architectures with regard to specific operational requirements, or for comparing architectures beyond simple timings [5] or basic simulations [6, 7]. In this paper, we present a framework based upon queuing network theory for analyz ...

38 Comparison of allocation rules for paid placement advertising in search engines 100%

Juan Feng , Hemant K. Bhargava , David Pennock

Proceedings of the 5th international conference on Electronic commerce September 2003

Web sites such as Internet search engines, web portals, and comparison shopping services, aim to provide information or recommendations to users who might be searching for information or trying to make a purchase decision. Paid placement advertising has established itself as an important revenue resource for such information-oriented web sites, which often deliberately bias their recommendations (or sequence of results) in return for a fee from providers who wish to get preferential placement on ...

39 Adoption of the internet by commercial establishments: urban density, global village and industry composition 100%

Chris Forman , Avi Goldfarb , Shane Greenstein

Proceedings of the 5th international conference on Electronic commerce September 2003

Until now, two opposing views have been argued on the relationship between Internet technology and economic agglomeration. One view, which we term global village theory, asserts that Internet technology helps lower communication costs and break down geographic boundaries between firms. The other view, labeled urban density theory, argues that the Internet follows a traditional pattern of diffusion-diffusing first through urban areas with complementary technical and knowledge resources that lower ...

40 Rapid help desk revitalization 100%

John Gormly

Proceedings of the 31st annual ACM SIGUCCS conference on User services September 2003

Like many similar institutions, Brown University initially developed its Help Desk using a student staff. As technology became an integral part of the university, the expected level of desktop computing support began to rise. Because these expectations were not met, users became dissatisfied with support services. The number of support calls dropped and many departments began to hire staff to provide desktop computing support. In July 2002, under new leadership, we began

the rapid Help Desk revi ...

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Prev Page **1** **2** Next Page

1 Features: Sink or Swim: Know When It's Time to Bail 100%
Gordon Bell
Queue December 2003
Volume 1 Issue 9

2 2.1: Continuous improvement experiences in information development 100%
S. G. Pearce
Proceedings of the 1992 conference of the Centre for Advanced Studies on Collaborative research - Volume 1 November 1992
Efforts to shorten cycle time and lower the number of errors in the information development process may uncover problems and, in some cases, even create new ones. This paper describes changes to the information development process, various problems that change has uncovered, and some solutions to these new found problems.

3 Features: Spam, Spam, Spam, Spam, Spam, the FTC, and Spam 100%
Eric Allman
Queue September 2003
Volume 1 Issue 6
A forum sponsored by the FTC highlights just how bad spam isand and how its only going to get worse without some intervention.

The Federal Trade Commission (FTC) held a forum on spam in Washington, D.C., April 30 to May 2. Rather to my surprise, it was a really good, content-full event. The FTC folks had done their homework and had assembled panelists that ran the gamut

from ardent anti-spammers all the way to hard-core spammers and everyone in between: lawyers, legitimate mar ...

4 Adoption of the internet by commercial establishments: urban density, global village and industry composition 100%

Chris Forman , Avi Goldfarb , Shane Greenstein

Proceedings of the 5th international conference on Electronic commerce

September 2003

Until now, two opposing views have been argued on the relationship between Internet technology and economic agglomeration. One view, which we term global village theory, asserts that Internet technology helps lower communication costs and break down geographic boundaries between firms. The other view, labeled urban density theory, argues that the Internet follows a traditional pattern of diffusion-diffusing first through urban areas with complementary technical and knowledge resources that lower ...

5 Student staff: *n.* an energetic, brilliant, creative, talented potential rolled into a food-driven, sleep-deprived, unmotivated creature who wears dirty clothes 100%

Karen McRitchie

Proceedings of the 31st annual ACM SIGUCCS conference on User services

September 2003

Students are a wonderful resource for any department of a college or university, especially an ITS department. They are inexpensive and abundant. They want to work at strange times. What more could you ask for? The problem is that it is important to dig out the good ones from the population. Finding the right student staff is just as important as finding the right full time staff. Even though you may only employ them for three or four years, it is still important that they are good employees and ...

6 Promotion and marketing of computing expanding the user base 100%

Michael A. Steinberg , Douglas E. Van Houweling

Proceedings of the 5th annual ACM SIGUCCS conference on User services

November 1977

As the use of computers in the university environment has expanded, emphasis on providing users with assistance has increased at an even more rapid rate. In the last years of this decade, however, it is becoming obvious that a new dimension is increasingly important for user services organizations. Whether it be characterized as promotion of computing, as marketing of computer facilities, or as the organizational responsibility for income generation, the fact is that many user se ...

7 Making internet communities work: reflections on an unusual business model 100%

Bernhard L. Krieger , Philipp S. Müller

ACM SIGMIS Database June 2003

Volume 34 Issue 2

Building Internet communities has been hailed as one of the major strategic innovations of the *New Economy*, both as a stand-alone model or as a supplement to sustain competitive advantage for normal business models. Community based business models aim to profit from the value that is created when Internet communities solve problems of collective action, by controlling access, aggregating data, or realizing side-payments.The current literature on community based business models relies on m ...

8 The department of defense contractor investment policy model 100%

Richard William Barker , Kenneth C. Konwin

Proceedings of the 15th conference on Winter Simulation - Volume 2 December 1983

The primary aim of this system dynamics study was to understand aerospace defense contractor investment behavior, and evaluate government policies designed to motivate investment in capital within the current fighter/attack aircraft manufacturing market structure. The approach taken analyzes investment projects and capital equipment expenditure flows that arise as a result of the overall decision framework of the firm. The continuous corporate computer simulation model addresses several of ...

9 Industry track papers: Exploiting response models: optimizing cross-sell and up-sell opportunities in banking 100%

Andrew Storey , Marc-david Cohen

Proceedings of the eighth ACM SIGKDD international conference on Knowledge discovery and data mining July 2002

The banking industry regularly mounts campaigns to improve customer value by offering new products to existing customers. In recent years this approach has gained significant momentum because of the increasing availability of customer data and the improved analysis capabilities in data mining. Typically, response models based on historical data are used to estimate the probability of a customer purchasing an additional product and the expected return from that additional purchase. Even with thes ...

10 Transforming a help desk from average to excellent 100%

Alison Cruess

Proceedings of the 30th annual ACM SIGUCCS conference on User services November 2002

Educational institutions face the challenge of providing technical support to faculty, staff, and students for diversified systems and expanded services. The campus help desk has become the "hub" of support with the many "spokes" of user services centered on it. The help desk directs the communication between services and teams, unifies the support to faculty, staff, and students of centralized and decentralized systems, and manages change so its impact is transparent as possible to users.There ...

11 Web-enabled transformation of the brokerage industry 100%

Clayton A. Looney , Debabroto Chatterjee

Communications of the ACM August 2002

Volume 45 Issue 8

Understanding the strengths and limitations of emerging business models.

12 Admediation: New Horizons in Effective Email Advertising 100%

Ram D. Gopal , Zhiping Walter , Arvind K. Tripathi

Communications of the ACM December 2001

Volume 44 Issue 12

Using incentive-based approaches to match interested buyers and sellers.

13 Intraorganizational communication with intranets 100%

Vincent S. Lai


Communications of the ACM July 2001
Volume 44 Issue 7

14 What makes Web sites credible?: a report on a large quantitative study 100%

B. J. Fogg , Jonathan Marshall , Othman Laraki , Alex Osipovich , Chris Varma , Nicholas Fang , Jyoti Paul , Akshay Rangnekar , John Shon , Preeti Swani , Marissa Treinen
Proceedings of the SIGCHI conference on Human factors in computing systems March 2001
The credibility of web sites is becoming an increasingly important area to understand. To expand knowledge in this domain, we conducted an online study that investigated how different elements of Web sites affect people's perception of credibility. Over 1400 people participated in this study, both from the U.S. and Europe, evaluating 51 different Web site elements. The data showed which elements boost and which elements hurt perceptions of Web credibility. Through analysis we found these el ...

15 Identifying prospective customers 100%

Paul B. Chou , Edna Grossman , Dimitrios Gunopulos , Pasumarti Kamesam
Proceedings of the sixth ACM SIGKDD international conference on Knowledge discovery and data mining August 2000

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